

Message Text

UNCLASSIFIED

PAGE 01 TEGUCI 02571 011702Z
ACTION ARA-14

INFO OCT-01 EB-08 ISO-00 /023 W
-----038347 020609Z /10
R 011449Z JUN 78
FM AMEMBASSY TEGUCIGALPA
TO USDOC WASHDC
INFO SECSTATE WASHDC 0517

UNCLAS TEGUCIGALPA 2571

E.O. 11652: N/A
TAGS: BBSR, HO
SUBJ: WTDR/FTI: HOGARAMA S.A.

REF: USDOC 08038

1. HONDURAS

OFFICE USE: 2. 215 3. 0112600 4. 01

5. HOGARAMA S.A.

6. APARTADO POSTAL 1054; 3 AVE. 9 CALLE N.O.

7. SAN PEDRO SULA, CORTES

8. CONTACT: MARIO GUILLERMO BOGRAN

9. TITLE: GENERAL MANAGER, OTHER OFFICIAL IS: LUIS ALVARADO,
ADMINISTRATIVE MANAGER

10. PHONE: 521039 11. TELEX: NONE

12. CABLE: HOGARAMA S.A.

13. ESTABL: 1973 14. EMPL: 21 15. SIZE: MEDIUM
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TEGUCI 02571 011702Z

16. REPUTATION: Y-SATISFACTORY 17. RPT. DATE: 05/78

OFFICE USE: 18. K 19. N/A 20. X 21. N/A 22. 135

23A. 32291/135 IMP, RET, DIST GLASS TABLEWARE AND STEMWARE
23B. 36343/135 IMP, RET, DIST SMALL HOUSEHOLD ELECTRIC APPLICANCES

23C. 23928/135 IMP, RET, DIST SHEETS AND PILLOWCASES
23D. 34695/135 IMP, RET, DIST COOKING AND KITCHEN UTENSILS
23E. 36360/135 IMP, RET, DIST HOUSEHOLD SEWING MACHINES
23F. 36341/135 IMP, RET, DIST ELECTRIC HOUSEHOLD FANS
23G. 39442/135 IMP, RET, DIST TOYS, EXCLUDING GAMES

24. FOREIGN SALES: LOCAL ONLY

25. FINANCIAL REFS: BANCO SOGERIN S.A., PLAZA BANCO SOGERIN,
BLVD. MORAZAN, SAN PEDRO SULA.

26. TRADE REFS: COLEMAN CO., INC., 1250 N. ST. FRANCIS ST. WICHITA,
KANSAS 67201, EKCO PRODUCTS INC., 777 WHEELING RD., WHEELING ILL.
60090; MIRRO ALUMINUM CO., 1516 WASHINGTON ST., MAITOWOC, WIS.
54220.

27. FOREIGN FIRMS REPRESENTED: NONE

28. POST EVALUATION: THIS FIRM OPERATES A HARDWARE STORE IN HONDURAS.
THE FIRM HAS A WORKING CAPITAL OF \$250,000; 1977 SALES WERE OVER
\$500,000. ITS CENTER OF OPERATIONS IS IN SAN PEDRO SULA. IT HAS
DISTRIBUTION FACILITIES AND A BRANCH IN A SHOPPING CENTER IN SAN
PEDRO SULA AND TEGUCIGALPA. THE FIRM'S MAJOR STOCKHOLDERS ARE ING.
MIGUEL ROBERTO SANCHEZ, LIC. RAMON ALSINA CALLIZO, IOLANI
VILLASTA, LIC. EDMOND BOGRAN, AND INVERSIONES SOGERIN, A HOLDING
COMPANY. LOCAL CREDIT SOURCES REPORT SATISFACTORY EXPERIENCE ON
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 TEGUCI 02571 011702Z

LOANS IN THE LOW SIX FIGURES, ALTHOUGH AT TIMES THE FIRM HAS BEEN
SLOW IN MEETING THEIR CREDIT COMMITMENTS. THEY HAVE ALSO BEEN
GRANTED LETTERS OF CREDIT IN THE MEDIUM FIVE FIGURES, AND MAINTAIN
A CHECKING ACCOUNT IN THE LOW FIVE FIGURES. THE EMBASSY CONSIDERS
COMPANY A SATISFACTORY TRADE CONTACT FOR U.S. FIRMS.

29. PREP: HARRIETTE CASTILLO, APPR: MARGARET KROMHOUT.
JARAMILLO

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 01 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TEGUCI02571
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780230-0777
Format: TEL
From: TEGUCIGALPA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t197806105/aaaadmru.tel
Line Count: 102
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: beb7417d-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2154275
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI: HOGARAMA S.A.
TAGS: BBSR, HO
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/beb7417d-c288-dd11-92da-001cc4696bcc
Review Markings:
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